

## Message Text

UNCLASSIFIED

PAGE 01 BRASIL 07850 121421Z

44

ACTION AGR-08

INFO OCT-01 ARA-10 ISO-00 EB-06 COME-00 STR-04 AID-05

SWF-01 IO-10 CIAE-00 FRB-01 INR-07 NSAE-00 RSC-01

TRSE-00 XMB-04 OPIC-24 SP-02 CIEP-02 LAB-03 SIL-01

OMB-01 PA-02 PRS-01 USIA-15 PC-05 DRC-01 /115 W

----- 109360

R 121350Z OCT 74

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 6003

UNCLAS BRASILIA 7850

PASS USDA

E.O.11652: N/A

TAGS: EAGR, EPAP, BR

SUBJECT: BRAZILIAN PRESIDENT LAUNCHES AGRICULTURAL PRODUCTION  
AND PRODUCTIVITY DRIVE

SUMMARY: BRAZILIAN PRESIDENT LAUNCHED NATIONAL CAMPAIGN ON  
INCREASING PRODUCTION AND PRODUCTIVITY, MAINLY AIMED AT AGRICULTURAL  
AND FOOD PRODUCTION IN THE INTEREST OF BRAZILIAN  
FARMERS, CONSUMERS AND BALANCE OF PAYMENTS.

2. ON OCTOBER 10 PRESIDENT GEISEL LAUNCHED IN THE PRESENCE OF  
MANY OFFICIALS -- INCLUDING HIS MINAG PAULINELLI AND ALL  
STATE MINAGS -- ASSEMBLED IN CURITIBA, A NATIONAL CAMPAIGN ON  
INCREASED PRODUCTION AND PRODUCTIVITY.

2. GEISEL STRESSED THE PRIORITY GIVEN BY HIS ADMINISTRATION  
TO AGRICULTURAL DEVELOPMENT AS ONE OF THE MAINSTAYS OF THE  
BRAZILIAN ECONOMY.

3. HE WILL INCREASE THE BUDGET OF HIS MINISTRY OF AGRICULTURE  
BY 175 PERCENT OR BY 3.6 BILLION CURZEIROS (500 MILLION DOLLARS)  
TO STRENGTHEN AGRICULTURAL ECONOMY AND IMPROVE FARM INCOME  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRASIL 07850 121421Z

4. PRESIDENT EXPRESSED: A) CONCERN ABOUT WORLD CRISIS IN ENERGY AND FOOD SUPPLY AS WELL AS THE SERIOUS INTERNATIONAL MONETARY AND INFLATION PROBLEMS. B) THE IMPORTANCE FOR BRAZIL TO DEVELOP INTO A MAJOR SUPPLIER OF AGRICULTURAL AND FOOD PRODUCTS: IS IN THE INTEREST OF ITS FARMERS, CONSUMERS AND BALANCE OF PAYMENTS, BUT ALSO IN THE INTEREST OF CONSUMERS AROUND THE WORLD. A TARGET HAS BEEN SET FOR AN INCREASE OF SEVEN PERCENT PER YEAR IN AGRICULTURAL PRODUCTION. TO REALIZE SUCH GROWTH A CLOSER COORDINATION AND COOPERATION BETWEEN GOVERNMENT AND PRIVATE ENTERPRISE, FARMERS, AGRIBUSINESS, TRANSPORTATION AND MARKETING WILL BE NEEDED. GEISEL CONSENTED THAT THE AGRICULTURAL BUREAUCRACY COULD BENEFIT FROM RESTRUCTURING. MORE ATTENTION SHOULD BE GIVEN TO FARM CREDIT, RESEARCH AND EXTENSION.

5. THE PRESIDENT PROPOSED INCREASE OF 50 PERCENT IN MINIMUM PRICES TO PROTECT FARMERS FROM EVER INCREASING COSTS FOR INPUTS, MAINLY THOSE OF FERTILIZERS. GOB WILL STRIVE FOR GREATER INDEPENDENCE FROM FERTILIZER IMPORT.

6. A BETTER MARKETING SYSTEM SHOULD HELP GIVING THE FARMER A BETTER SHARE OF THE RETAIL PRICE AND MAKE BRAZIL MORE COMPETITIVE IN WORLD MARKETS.

7. CREDIT RESTRICTIONS IMPOSED EARLIER THIS YEAR HAVE BEEN REDUCED SO THAT FARMERS CAN AGAIN FULLY BENEFIT FROM AMPLE CREDIT, BOTH GOVERNMENTAL AND PRIVATE.

8. GOB WILL CONTINUE TO PROTECT INTERESTS OF CONSUMERS AND FIGHT INFLATIONARY FORCES RESPONSIBLE FOR INCREASING PRICE OF FOOD BASKET.

9. A HEALTHIER AGRICULTURE WOULD ALSO MITIGATE MOVEMENT OF RURAL POPULATION TO URBAN AREAS.

10. GEISEL FINALLY CALLED ON FARMERS AND OTHERS INVOLVED IN AGRIBUSINESS, MARKETING AND TRANSPORTATION TO LEND THEIR FULL SUPPORT TO ALL OUT EFFORTS TO BE MADE BY PRESENT GOVERNMENT ON BEHALF OF BOTH PRODUCERS AND CONSUMERS.  
CRIMMINS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** AGRICULTURAL PRODUCTION  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 OCT 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974BRASIL07850  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740291-0555  
**From:** BRASILIA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19741050/aaaabqbo.tel  
**Line Count:** 99  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION AGR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 19 MAR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <19 MAR 2002 by chappeld>; APPROVED <05 FEB 2003 by martinjw>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BRAZILIAN PRESIDENT LAUNCHES AGRICULTURAL PRODUCTION AND PRODUCTIVITY DRIVE  
**TAGS:** EAGR, EPAP, BR  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005